

INFORMATION EXCHANGE

August 2000

Resources for Workforce Development Programs



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Let the ETN Help You



Stay on Track!

All Aboard! Join the many workforce development professionals who have used the services of the Employment Training Network (ETN)!

Give us a whistle and the ETN staff will provide your agency with a list of highly rated consultants who will come on-site and provide customized assistance. Our consultants can help with the smooth operation of your One-Stop Career Centers, Workforce Investment Act (WIA) and Welfare-to-Work programs. The ETN also provides financial assistance in obtaining these consultants.

If it's resource materials you are looking for, the ETN library has items available for loan on over 150 relevant topics. (See Page 6 for a listing of our latest items.)

Let the ETN serve as your conductor for your technical assistance needs! Please call (916) 654-8896 today and we'll make sure you're not left at the station!

Workforce Development Update

Training Unit Offers WIA Workshops

The Local Training Response Unit (Training Unit), formerly the Capacity Building Unit, of the Workforce Investment Division (WID) is currently providing Workforce Investment Act (WIA) Regional Participant Reporting Workshops, and developing a workshop on Youth Council formation and implementation.

Participant Reporting Workshops

These workshops are being offered as a forum for WIA reporting issues. Designed specifically for frontline staff, including case managers, job developers, intake and assessment workers, these forums provide an overview of the WIA, each of the five WIA participant reporting forms, and how they relate to achieving the goals of WIA performance. The forums can also be customized to include information on the Eligible Training Provider List (ETPL) and Individual Training Accounts (ITA).

The training is designed for groups of approximately 100 people, and should include participants from several Local Workforce Investment Areas. If you are interested in hosting a training forum telephone Michelle Haakenson at (916) 654-9815 for more information.

Youth Council Training for Trainers

In conjunction with the U.S. Department of Labor Employment and Training Administration, the Training Unit will conduct a series of two-day workshops for Youth Council Training for Trainers starting in early September. This training is targeted to individuals who are responsible for training the Youth Council. The modules include:

- *Youth Councils: The Challenge
- *Building a Youth Development System in Your Community
- *Strategic Planning for Youth Councils
- *Effective Youth Development Programs and Practices
- *Performance Accountability: The WIA Youth Performance Measures

Watch for announcement of this training via Information Bulletin located at: www.edd.cahwnet.gov/wiaind.htm. Please contact Joy Allender at (916) 654-8782 or e-mail her at jallende@edd.ca.gov for additional information.

Mark Your Calendars!

California Workforce Association (CWA) -

Meeting of the Minds in Monterey (M3)

Monterey-September 5-7, 2000

Phone: (916) 325-1615 or visit

www.calworkforce.org

Greg Newton & Associates/California Workforce Association (CWA)

Creating and Maintaining a One-Stop System

Los Angeles-September 25-26, 2000

www.calworkforce.org

Larry Robbin, Robbin & Associates -

Radar Approach to Job Retention

Monterey-September 28-29, 2000

Phone: (510) 587-7392

California Workforce Association (CWA) -

First Annual Youth Conference

Pacific Grove-October 8-10, 2000

www.calworkforce.org

California Welfare Director's Association Annual Conference -

Mammoth Meets Millennium: Transition to Tomorrow

Mammoth Lakes-October 16-18, 2000

Contact: (530) 757-8643 or visit

cwda2000.org

International Career Development Conference -

17th Annual California Career Conference

Burlingame-November 1-5, 2000

www.careerccc.com

NACo Workforce Development and Human Services Conference -

Critical Connections to Empower America's Families & Workforce

Ontario-November 9-12, 2000

Phone: (202) 942-4227 or visit www.naco.org

2000 CalWORKs Partnerships Conference

San Diego-December 11-13, 2000

Phone: (858) 292-2900, ext. 331 or visit

www2.sac-co.k12.ca.us/calworks

Welfare-to-Work

Faith Based Organizations/Welfare-to-Work Form Triumphant Alliance

Seeing the need to move Welfare-to-Work (WtW) services into the heart of local communities, the San Bernardino County Jobs & Employment Services Department engaged area Faith Based Organizations to assist in providing services to sanctioned CalWORKs participants.

This innovative approach was put in place as a means of overcoming some of the barriers experienced in addressing the needs of the "harder to serve". The Faith Based Sanction Project was begun as a pilot in August of 1999 with a single faith based organization and has since expanded to partnerships totaling five organizations.

The faith based organizations were drawn in to the WtW program to give sanctioned individuals an opportunity to "cure their sanction" through a non-traditional approach. Recognizing that "traditional" means had not always worked with sanctioned individuals, San Bernardino County turned to the faith community largely because of their accessibility and ability to tailor programs to "fit". Through an RFP process, these organizations are providing life skills, GED, vocational and basic soft skills training within an environment that participants find familiar and comfortable. The smaller group setting also allows greater opportunities for participant learning.

Only individuals who are in a "first instance sanction status" are eligible for participation. They are required to sign an activity agreement and a rights and responsibility form and must establish a Welfare-to-Work plan. They must also agree to meet attendance requirements and see the eight-week program through to completion. Sanctions are "lifted" after two weeks of satisfactory participation. Other requirements include adhering to dress codes and provider rules, displaying good worker traits and meeting employer expectations.

Awareness of the availability of the faith-based program is developed through orientation mailers sent to sanctioned participants. Following the program orientation, a math and reading assessment is administered, project eligibility forms are completed and supportive services are authorized. Vocational training typically begins within one week.

The partnering and collaboration between the San Bernardino County Jobs & Employment Services Department and the faith based organizations is bearing fruit. The department and the organizations together bring a myriad of resources to the table to assist in bringing the participants out of sanction and moving them successfully into a job. The fruits are borne

out in the numbers. To date, participants are responding at a rate of 10 - 17% with mailings. Out of 97 enrollments, 51 participants have had their sanctions "cured". Many of these participants are now employed.

The San Bernardino County program though still in its infancy, shows tremendous success and plans are underway to draw more of the faith based community in to participate. Meetings are regularly held with all entities to explore better and more effective ways to serve the community, the Welfare to Work program and CalWORKs participants.

Anyone interested in getting more in-depth information on how to develop a similar program in your area is encouraged to contact the San Bernardino County Jobs & Employment Services Department, Welfare to Work Coordinator, Betty Woods at 1-800-451-JOBS.

Welfare-to-Work Regional Forums

The California Department of Social Services (CDSS) and the Employment Development Department (EDD) have joined together to host a series of Welfare-to-Work (WtW) Grant Regional Forums throughout California. Five regional WtW grant forums have been scheduled beginning July 14, 2000 through August 9, 2000.

The purpose of the forums is to bring stakeholders together in regional meetings to explain the new WtW rules effective July 1, 2000 and October 1, 2000, and to share information about how to use the state match dollars to fund WtW Grant program services. The forums will also give State WtW Grant Staff an opportunity to network with key players from local social service and workforce investment agencies within their respective regions. Local entities will be invited to participate in a panel discussion and given the opportunity to showcase best practices within each region.

For more information, please see the Notice announcing the forums (Welfare-To-Work Information Bulletin WB00-29) which can be found on the Internet at www.edd.cahwnet.gov/wtowinbu.htm.

One-Stop

One-Stop Customer Satisfaction in the Central Valley

Customer satisfaction is the hallmark of the new Workforce Investment Act. But how do we know what customers want and how do we measure performance according to their expectations?

As we reported previously, six Central Valley counties have developed detailed "Voice of the Customer" hierarchies for both job seekers and employers. This research was directed by the University Business Center – California State University, Fresno through a grant funded by the One-Stop office of the State of California. The six counties in the studies were Kern, Kings, Fresno, Madera, Merced and Stanislaus.

The Voice of the Customer work was used to modify the university's customer satisfaction questionnaires, one for employers and one for job seekers. Both the importance of each attribute and the performance of the one-stop on each attribute were measured. More than 1,000 job seekers and 600 employers from six counties were surveyed by the university's Social Research Laboratory this spring and the overall results were remarkably consistent throughout the six counties.

For the job seekers, the most important attributes dealt with how the job seekers were treated when they came into the one-stop, and actually finding a job. Job seekers often come in feeling unsure of themselves and their future. The staff of the one-stop can do much to restore hope and self-confidence to the job seeker. This was the most important attribute for job seekers and the attribute where the Central Valley one-stops performed extremely well. Several of these counties scored very well with respect to their facilities and resources for conducting a job search. The job seekers would recommend the one stops to a friend and would use their services again if needed.

With respect to employers, the most important attributes were the quality of the job seekers that are sent to them, and the professionalism of the staff who deals with them. The employee attributes that were the most valued were good attendance, the desire and ability to learn the job, and their training and background in preparation for the job. The Central Valley one-stops scored well in professionalism, and their business clients valued their relationship with the one-stop.

Teams of line staff also developed internal measures of success and strategies to improve the scores using a process called Quality Function Deployment (the so-called "House of Quality"). These methods will be discussed in more detail in a future article. However, their analyses show that a key measure of success for job seekers is to have their eventual job match their initial desires and their training. To improve employer satisfaction, job developers should go out and physically visit the employer to better understand their business and the environment in which the work is done.

For more information, contact Chris Stiehl at (925) 979-0892 or Amy Chubb at (559) 278-6886.

LA County Enjoys Successful Kiosk Implementation

The Los Angeles County Department of Community and Senior Services in conjunction with the Workforce Investment Board has implemented two successful employment kiosk sites - with an impressive 29,000 visits to these sites in a 3-month period!

The kiosk is a touch screen electronic information booth. It provides immediate information about job opportunities, career counseling, job bank linkages, job search assistance, One-Stop Career Center locations, services and programs funded by Los Angeles County, community resources, community events, and government information.

Although the kiosks function as stand-alone units, they contain the ability to electronically link with other entities via the Internet, with user friendly multilingual text screens (English and Spanish), high resolution graphics, laser printer and restricted Internet access.

The Los Angeles County Department of Community and Senior Services is now in the process of expanding their network to include nine other sites.

For more information please contact Maria Mata at (213) 738-2630.

Workforce Investment Act

Internet Literacy - Working to Bridge the "Digital Divide"

In an effort to help Workforce Development stakeholders in meeting the challenges of the Workforce Investment Act (WIA), HR Management Services has begun hosting a series of half-day panel discussions, bringing together experts in the Internet and Workforce Development arenas.

These seminars provide specific guidance on increasing the effectiveness of One-Stops' job development and placement programs provided under WIA "Core" and "Intensive" requirements. The seminars, which are being held throughout California, explore the following important Internet literacy topics:

The "Digital Divide" - How education, household income, and ethnic background affect Internet access, and the efforts being made around the country to bring Internet access and proficiency to the least skilled segments of the labor market.

The New Hiring Process - How and why employers are using the Internet to fill their positions, and the importance of job seekers knowing how to use the Internet to find a job, maintain employment, and advance their careers.

Internet Training Curriculum - An examination of HR Management Services' proprietary, instructor-led and self-paced *Put A Dot.com In Your Job Search Internet Literacy Training Curriculum*, and what students should be able to accomplish upon training completion.

Documenting Internet Training - The effective use of pre-and post-testing to determine prerequisite knowledge for students taking Internet training classes, and documenting performance outcomes.

City of Long Beach Case Study - HR Management Services has begun a 24 class-hour Internet training program for welfare recipients. Preliminary results based on training that began on April 25, 2000 will be reported.

Meeting "Core" and "Intensive" Performance Requirements Under WIA - How One-Stops and other service delivery systems can use Internet training to improve job placement, job retention and career advancement.

For information on future Internet literacy seminars being held throughout California, please contact Richard Katz at 213.368.1468, ext. 106, or by e-mail at r.katz@hrms.net.

California Workforce Investment Board Committee Meetings

The Operations Committee and Executive Committee of the California Workforce Investment Board (State Board) conducted their first meetings in July.

The Operations Committee met on July 21, 2000 in Sacramento. The Operations Committee was formed to provide a forum for discussion among the State agencies that have roles in development of workforce policy and aim to have Board recommendations and decisions implemented in their agencies and systems.

The Executive Committee met on July 25, 2000 in Oakland, CA. This committee, led by the Board Chair, consists of nine members and determines the committees responsible for State Board assignments, reviews other committees' work plans, coordinates the committees' work, and hears reports on their progress.

Agendas for these meetings are available on the State Board web site located at www.calwia.org.

Worthy Web Sites

www.miltwright.com - Located at this site is a presentation by Richard Pimentel, Senior Partner, Milt Wright & Associates, entitled "30 Ways To Shine For Supervisors". This presentation addresses 30 key attitude shifts that supervisors need to embrace to make programs and initiatives succeed. The focus of the presentation is on the following key issues: The New Labor Pool; Retention and Career Development; Diversity; Disability and Disability Management.

www.doleta.gov - The U.S. Department of Labor (DOL) has recently launched an electronic newsletter publication entitled *eWorkforce*. Their goal is to bring timely information on workforce issues to readers. There are six main components of the newsletter: Adultforce, Youthforce, Inshort, editors choice, practical applications and question of the issue.

wtw.doleta.gov - DOL has provided a site for Questions and Answers that address issues State and local areas are facing in integrating the WtW program into the workforce system under WIA.

Check It Out!

The resource materials listed below are available for loan from the ETN library. Please call (916) 654-8386 with your requests.

ORGANIZATIONAL DEVELOPMENT

Creating and Implementing Your Strategic Plan, A Workbook for Public and Nonprofit Organizations, Jossey-Bass, Inc. **(J1960)**

JOB SEARCH

Career Strategies, How to Get and Keep a Job, Instructor's Manual, Academic Innovations **(J1962-A)**

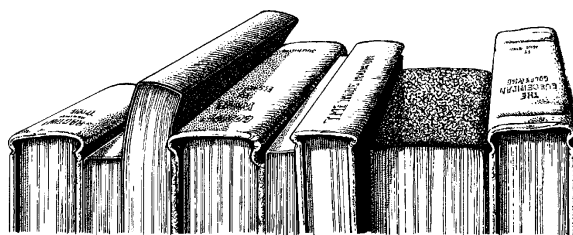
Career Strategies, How to Get and Keep a Job, Student Workbook, Academic Innovations **(J1962-B)**

Career Portfolio, Academic Innovations **(J1965)**

WORKFORCE DEVELOPMENT

California Workforce Development: A Policy Framework for Economic Growth, California Trade and Commerce Agency, California Health and Human Services Agency, California Community Colleges **(J1963)**

San Francisco Works, Toward an Employer-Led Approach to Welfare Reform and Workforce Development, Manpower Demonstration Research Corporation **(J1975)**



CUSTOMER SERVICE

Measuring Customer Satisfaction, State of California Employment Development Department **(J1964)**

WELFARE REFORM

Jobs First, Implementation and Early Impacts of Connecticut's Welfare Reform Initiative, Manpower Demonstration Research Corporation **(J1967)**

Encouraging Work, Reducing Poverty, The Impact of Work Incentive Programs, Manpower Demonstration Research Corporation **(J1968)**

ONE-STOP

Developing Effective Linkages Between Job Corps and One-Stop Systems: A Technical Assistance Guide, Social Policy Research Associates **(J1969)**

Career Services Center Franchise Kit, Kern Works Partnership **(J1973)**

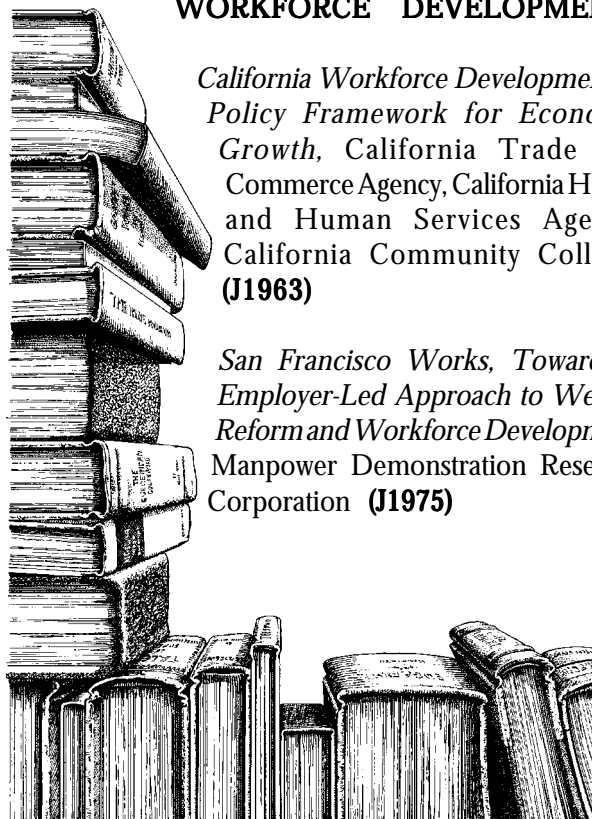
DISLOCATED WORKERS

Economic Dislocation and Worker Adjustment Act Best Practices Handbook, Los Angeles Job Service Division, Employment Development Department **(J1971)**

Dislocated Worker Program Report: Findings from the Career Management Account Demonstration, The Use of Vouchers in Adult Worker Retraining: Vendor Perspectives and Likely Impact, U.S. Department of Labor, Employment and Training Administration **(J1974)**

ADA

How to Comply with the Americans with Disabilities Act, Sources of Federal Guidelines, U.S. Government Information Service **(Pamphlet) (J1972)**



AUGUST 2000

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
	1	2	3	4
7	8	9	10	11
	<div> WIA Participant Reporting Workshop Los Angeles City - (213) 485-5723 </div>			
14	15	16	17	18
		<div> WIA Participant Reporting Workshop San Francisco - (415) 432-8700 </div>		
21	22	23	24	25
		<div> WIA Participant Reporting Workshop Kern/Inyo/Mono Consortium (661) 336-6846 </div>		
28	29	30	31	

*Training in shaded boxes conducted by the EDD Workforce Investment Division Local Training Response Unit

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THE EMPLOYMENT TRAINING NETWORK

Resources for Workforce Investment Act (WIA) Programs

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The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of areas. Local Workforce Investment Areas (LWIAs) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

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